The aim of this assignment is to allow you to demonstrate your understanding of the various contexts psychological theory and research can be applied. Additionally, this assignment gives you the opportunity to evaluate and critique the ways in which psychological theory and research has been applied.

At the end of each lecture in the module, you were provided some reflective questions. For your portfolio, you must choose any four of these questions to discuss. If you are resitting this assessment, you must choose a different four from your original sit. Each question should be approximately 400 words. You can use the remaining number of words to elaborate where necessary.

1. Describe how psychological theories and/or methods have contributed to the sustainability of food and beverage industries in providing the skilled workforce these industries need.

2. Most people are aware of the harms associated with excessive alcohol intake, so why do they not always support or adhere to policies designed to curb alcohol use?

3. Using aviation security screening as an example, what factors might increase and/or decrease the likelihood of end-user organisations acting upon recommendations emanating from applied psychological research?

4. How ready is the community that we are working with to receive the changes that we recommend as a result of our findings?

5. Describe some of the practical difficulties in translating psychology research into training in the private and public sectors. How would you try to overcome these difficulties?

6. You are asked to appear as a parenting expert on This Morning. This will be a 5-minute chat with the hosts. What points would you aim to convey?

7. When designing an intervention, what factors do you have to keep in mind in order to later evaluate its effectiveness?

8. A school approaches you to help improve the attainment of their low achievers. How would you go about this?


10. If a head teacher asked for your advice about how psychology research could help her to improve the mental health of the young people in her school, what would you say to her?

11. Make a plan to achieve market success of a mental health app. How might psychological theory and methods promote the app success?

Throughout the module, you have learnt about many ways in which psychological research has already been applied to different domains (E.g., in education, food and beverage industry and health settings). The aim of this assignment is for you to show
that you not only possess knowledge of psychological theories and evidence but are able to apply this understanding and knowledge to novel business and policy scenarios.

Detailed below in this assignment brief, there are three novel cases, each documenting a distinct problem. As part of this assignment, you are required to choose only ONE of these cases to be the focus of your essay. The essay question is: “How can psychological theory and research help this organisation achieve its goals?”

You are encouraged to be creative in the ways in which you apply the psychological theories research. However, your answer must also be practical and be candid about the risks and unknowns when offering out advice.

You are welcome to use theories and research that have been presented in the current module but note that this is not a restriction. Please recognise that when deciding on what theories to include in your response, consider whether the information is relevant to the topic at hand.

In your answer, you may wish to consider the following:

- Relevant psychological theories in helping to understand and conceptualise the problem
- Appropriate empirical research which support or challenge particular theories.
- What are the current gaps in the empirical literature?
- What information could the organisation provide that will help facilitate the development of an intervention?
- What interventions can feasibly be done to help overcome the problem?
- If there are multiple proposed interventions, which one is preferable and why?
- In what ways can success of an intervention be measured?
- Are there any possible limitations and side effects of this proposed action?

These are some questions that stakeholders may ask you when offering advice. Some of these may not be relevant to your answer but it remains important to demonstrate that you have considered these questions.

Lastly, an important skill in applied psychology is the ability to communicate effectively with different stakeholders and decision makers. These groups may have little to no familiarity with psychology. Therefore, in your answer consider the reader of your essay to be an intelligent person who is unfamiliar with psychological jargon and concepts.

**Case Summaries**

In this section, there are three different case studies, all which describe a different problem that they face. For your essay you are required to choose only one of these cases to write about in your essay. Please note that one case may directly relate to the material in one, none, or multiple lectures. However, the general skills in from each of the applied lectures, such as the need to demonstrate effectiveness of interventions and monitor success/failure will be vital in answering all cases. The aim of this assignment is to demonstrate the creative use of theory and research in psychology. It is important these general skills are demonstrated.

Case A. A student protest organisation aims to reduce tuition fees by increasing
government funding to universities. To achieve this goal, they want to encourage fellow students to join in protest peacefully.

Case B. A university has received several noise complaints from residents surrounding the campus who are woken up by intoxicated students returning home from the bar on campus. To improve student health and community relations, the University has teamed up with a student union with the aim of reducing student’s alcohol consumption.

Case C. A secondary school is concerned about their students’ mental health in the wake of a public health emergency. Since individuals will need to socially distance, it makes it more difficult for students to receive mental health support within the same room as the practitioner. The school wants to improve the mental wellbeing of their students most effectively. They have considered in investing in digitally delivered therapies to help improve wellbeing whilst remaining socially distant but they do not know whether this will be effective.

Document Formatting Guidance
It is recommended that your essay follows the American Psychological Association guidelines for writing essays.